## ORDER

107888 Orders Order / Rev: Alt Order #: Product Desc: October 2012 Campaign KSNV Estimate: Flight Dates: 10/17/12 - 11/05/12 Primary AE: Kevin Goodell Original Date / Rev: 10/15/12 / 10/29/12 Sales Office: **VEGS** Order Type: **GENERAL** Sales Region: Local Agency Name: Letizia Mass Media **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 5460 Desert Point Dr. Billing Cycle: EOM/EOC Las Vegas, NV 89118 Agency Commission: 15% Committee to Elect Amy Chelini Revised Advertiser Name: Demographic: A25-54 New Business Thru: Product Codes: PLC26 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

DIII FIAII	Bill	Plan
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Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	33	\$15,800.00	\$13,430.00
10/29/12	11/05/12	34	\$16,425.00	\$13,961.25

Revenue Codes:

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$15,800.00	\$13,430.00	0.00
November 2012	34	\$16,425.00	\$13,961.25	0.00
Totals	67	\$32,225.00	\$27,391.25	0.00

Agency External ID:

Print Date 10/30/12 07:55:59

## Account Executives

Account Executive		Sales Office	Sales Region	Start Date / End Date	Order %
	Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
N 1 KSNV	10/17/1	2 10/21/12	Wake Up Early w Wake Up Early V	_	430a-5a	WT	:30	3	\$200.001	0.00 NM	3	\$600.00
St Week: 10	art Date	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00				1		
		2 11/04/12	Wake Up Early W	/ Wagn@M	430a-5a	MTWT	:30	5	\$200.001	0.00 NM	g	\$1,800.00
<u>St</u> Week: 10 Week: 10		End Date 10/28/12 11/04/12	<u>Weekdays</u> MTWT MTWT	Spots/Week 5 4	<u>Rate</u> \$200.00 \$200.00	Rating 0.00 0.00						
N 3 KSNV	11/05/1	2 11/05/12	Wake Up Early w Wake Up Early V	•	430a-5a	M	:30	1	\$200.001	0.00 NM	1	\$200.00
St Week: 11	art <u>Date</u> /05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
N 4 KSNV	' 10/ <b>1</b> 7/1	2 10/21/12	M-F 5-6a WakeU <sub>l</sub> M-F 5-6a WakeU	-	5-6a	WTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
St Week: 10	<u>art Date</u> )/15/12	End Date 10/21/12	<u>Weekdays</u> wTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
N 5 KSNV	10/22/1	2 11/04/12	M-F 5-6a WakeU M-F 5-6a WakeU	-	5-6a	==	:30	0	\$450.001	0.00 NM	8	\$3,600.00
<u>St</u> Week: 10 Week: 10		End Date 10/28/12 11/04/12	<u>Weekdays</u> MTWTF -TWTF	Spots/Week 4 4	Rate \$450.00 \$450.00	Rating 0.00 0.00						
N 6 KSNV	11/05/1	2 11/05/12		CM	5-6a	M	:30	2	\$450.001	0.00 NM	2	\$900.00

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 Order / Rev:
 107888
 Advertiser:
 Committee to Elect Amy Chelini

 Alt Order #:
 Product Desc:
 October 2012 Campaign
 KSNV

 Flight Dates:
 10/17/12 - 11/05/12
 Estimate:

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	nots	Amount
LII OII	otart	Liid	M-F 5-6a WakeL	Jp w/VVag	JUIT LIIG I	ino Dayo	EOII OP	0.0	Tuto III	rig type o	p013	7 ti Tourt
Sta	rt Date	End Date	M-F 5-6a Wakel Weekdays	Jp w/Wagners Spots/Week	Rate	Rating				1		
Week: 11/		11/11/12	M	2	\$450.00	0.00						
N 7 KSNV	10/17/1	2 10/21/12	M-F 6-7a Wakel M-F 6-7a Wakel		6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
<u>Sta</u> Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$700.00	Rating 0.00						
N 8 KSNV	11/01/1	2 11/02/12	M-F 6-7a Wakel M-F 6-7a Wakel		6-7a	TF	:30	2	\$700.001	0.00 NM	2	\$1,400.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N 9 KSNV		11/04/12 2 11/05/12	M-F 6-7a Wakel	Jp w/WaCM	\$700.00 6-7a	0.00 M	:30	1	\$700.001	0.00 NM	1	\$700.00
			M-F 6-7a Wakel					·		5.00	,	<b>\$100.00</b>
<u>Sta</u> Week: 11/	<u>rt Date</u> 05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
N 10 KSNV	<b>1</b> 0/17/1	2 10/19/12	Today Show Today Show	CM	658a-9am	WTF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
<u>Sta</u> Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
N11 KSNV	10/22/1	2 11/04/12	Today Show Today Show	CM	658a-9am		:30	0	\$900.001	0.00 NM	3	\$2,700.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/ Week: 10/		10/28/12	MTWTF MTWTF	1 2	\$900.00 \$900.00	0.00 0.00						
		11/04/12 2 11/05/12	Today Show Today Show	CM	658a-9am	M	:30	2	\$900.001	0.00 NM	1	\$900.00
<u>Sta</u> Week: 11/	rt Date	End Date 11/11/12	Weekdays M	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
N 13 KSNV			Noon News	СМ	12-1230pm	WTF	:30	2	\$425.001	0.00 NM	2	\$850.00
			Noon News							1		
<u>Sta</u> Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$425.00	Rating 0.00						
N14 KSNV				СМ	12-1230pm	MTWTF	:30	3	\$425.001	0.00 NM	6	\$2,550.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	MTWTF MTWTF	3	\$425.00 \$425.00	0.00 0.00						
Week: 10/ N15 KSNV		11/04/12 2 11/05/12		CM	12-1230pm	M	:30	1	\$425.001	0.00 NM	1	\$425.00
			Noon News									
<u>Sta</u> Week: 11/	rt Date 05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
			NEWS 3 at 4 (1 4PM NEWS (1)		4-5pm	WTF	:30	2	\$725.001	0.00 NM	2	\$1,450.00
	rt Date	End Date	Weekdays	Spots/Week	· · · · · · · · · · · · · · · · · · ·	Rating						
Week: 10/ N 17 KSNV		10/21/12 2 11/04/12	NEWS 3 at 4 (1 4PM NEWS (1 )		\$725.00 4-5pm	0.00	:30	0	\$725.001	0.00 NM	5	\$3,625.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ Week: 10/		10/28/12 11/04/12	MTWTF MTWTF	2	\$725.00	0.00 0.00						
			NEWS 3 at 4 (1	HOUR)CM	4-5pm	M	:30	1	\$725.001	0.00 NM	1	\$725.00
	rt Date	End Date	4PM NEWS (1 I	nour) <u>Spots/Week</u> 1		Rating						
Week: 11/ N 19 KSNV		11/11/12 2 11/03/12	Weekend Jeopa	<u> </u>	\$725.00 630-730pm	0.00	:30	1	\$525.001	0.00 NM	2	\$1,050.00
			WKND Jeop/Wł	neel	·			•			_	, ,
Week: 10/		End Date 10/28/12	Weekdays	Spots/Week 1	\$525.00	Rating 0.00						
Week: 10/	29/12	11/04/12	5-	1	\$525.00	0.00						

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**KSNV** 

Order / Rev: 107888
Alt Order #:

Flight Dates:

Start Date

Start Date

Start Date

Start Date

N26 KSNV 11/05/12 11/05/12

Week: 11/05/12

Week: 10/29/12

Week: 10/29/12

Week: 11/05/12

**End Date** 

11/11/12

End Date

11/04/12

**End Date** 

11/04/12

End Date

11/11/12

N 25 KSNV 10/29/12 11/04/12 Rachael Ray

N 24 KSNV 10/29/12 11/04/12 Dr. Phil

Advertiser:

Committee to Elect Amy Chelini

10/17/12 - 11/05/12

M-F Today Show II

Spots/Week

Spots/Week

Spots/Week

Spots/Week

CM

CM

CM

Weekdays

Weekdays

Rachael Ray

Weekdays

MTWTF--

Rachael Rav

Rachael Ray Weekdays

MTWTF--

Dr Phil

Product Desc: October 2012 Campaign

Estimate:

Days Ln Ch Start End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount N19 KSNV 10/27/12 11/03/12 Weekend Jeopardy/WheeM 630-730pm :30 \$525.001 0.00 NM \$1,050,00 WKND Jeop/Wheel N20 KSNV 10/20/12 11/03/12 News 3 Sunrise - SATURIM 6a-7a ----5-:30 1 \$350.001 0.00 NM 3 \$1,050.00 News 3 Sunrise SATURDAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----5-1 \$350.00 0.00 ----S-10/28/12 Week: 10/22/12 1 \$350.00 0.00 ----S-Week: 10/29/12 11/04/12 \$350.00 0.00 N21 KSNV 10/31/12 11/01/12 Wake Up Early w/ Waon@M 430a-5a :30 Λ \$50.003 0.00 NM \$50.00 Wake Up Early Wagners **End Date** Weekdays Spots/Week Start Date Rating Rate 11/04/12 Week: 10/29/12 --WT---1 \$50.00 0.00 Ch Date Range Spot Description Start/End Time Weekdays Length Rate Rtq Type 1 KSNV 10/29/12-11/04/12 Wake Up Early w/ Wagners 430a-5a --WTh----:30 (\$50.00) 0.00 NM See MG 21.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/31/12-10/31/12 Early Today 4-430am :30 \$50.00 0.00 NM MG for 21.1 10/31 N 22 KSNV 10/29/12 11/04/12 M-F Today Show II 3rd H0M 9-10a \_\_\_\_\_ :30 0 \$425.001 0.00 NM \$425.00 M-F Today Show II End Date Weekdays Start Date Spots/Week Rate Rating Week: 10/29/12 11/04/12 MTWTF--\$425.00 0.00 N 23 KSNV 11/05/12 11/05/12 M-F Today Show II 3rd HQM 9-10a :30 \$425,001 0.00 NM \$425.00 1

Rating

Rating

Rating

Rating

0.00

0.00

0.00

0.00

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:30

:30

:30

0

n

\$450.001

\$325.001

\$325.001

0.00 NM

0.00 NM

0.00 NM

Rate

Rate

Rate

Rate

\$450.00

11am-12pm

\$325.00

11am-12pm

\$325.00

\$425.00

3-4p

Totals 67 \$32,225.00

2

1

\$900.00

\$325.00

\$325.00